



NowKalamazoo.com

Seeking: Community Engagement and Marketing (Contractor)

Posting date: Oct. 5, 2021. Open until filled.

NowKalamazoo, a locally-owned and independent news organization founded in early 2019 with a vision to be a cheerleader and watchdog for all of the Kalamazoo County community, is currently in a growth phase.

We are seeking a part-time independent contractor to assist with marketing and community engagement to ensure a successful expansion of our editorial scope and launch of new products to serve our mission.

The goals for the contractor will be to maximize:

- Subscriptions to a free daily email newsletter
- Public awareness of the newsletter and other facets of NowKalamazoo's content, mission, and activities
- Engagement with the community, audience, and prospective financial supporters via social media, other digital means, and in person

Primary tasks for the contractor to achieve the goal include:

- Creation and execution of marketing strategies (digital and in person promotion and engagement)
- Creation of digital and physical materials for marketing, including promotion and revenue generation
- Social media strategy and management
- Additional tasks that fall within the scope of the contract

The right candidates love Kalamazoo and are excited about making a difference helping our audience celebrate and discover more of their community, and contribute to the local economy and culture.

Our preference is to contract with one person, team, or organization to execute all of the above goals, though we are open to hearing from those individually with a specialty in a specific task.

We estimate an average 20 hours per week is necessary to accomplish these tasks, for which we will compensate between \$400 and \$600 a week, depending on experience, plus bonus payments when agreed-upon benchmark targets toward achieving the goals are met.

For additional details or to submit your interest: send questions, contact information, resume, and anything else you would like us to know about your qualifications and interest to Ben Lando at [benlando \[at\] nowkalamazoo.com](mailto:benlando@nowkalamazoo.com).